

2022 Global Pet Session

Education & EPPS Programs

ECRM's educational sessions provide EPPS attendees with the opportunity to learn from thought leaders and category experts on a variety of topics aimed at their professional development. These sessions include presentations, moderated panel discussions, special events, workshops, and roundtable discussions focused on category insights and trends, as well as hands-on workshops to help buyers and sellers enhance the effectiveness of their meetings during an EPPS.

Monday, May 2, 2022

Trends in the Pet Product Category: Q&A With Hamacher Resource Group's Dawn Vogelsang (On-Demand Presentation)

0 minutes



In this fireside chat with ECRM's Joseph Tarnowski, Hamacher Resource Group President Dawn Vogelsang discusses trends and opportunities in the pet products segment covering topics including pet owner trends, product innovation and omnichannel sales of pet food and supplies.

Dawn Vogelsang, President
Hamacher Resource Group

Much More Than a Pet Project

60 minutes

The ability to take advantage of the unprecedented growth across the pet industry stimulated by the Covid-19 pandemic cannot be understated. The difference between success and mediocrity depends on the ability to recognize changing shopper behavior, navigate new waters, and quickly pivot to meet the needs of committed pet owners. In this presentation, Hamacher Resource Group's Dave Wendland and Corey Paske will discuss new market trends and opportunities in the pet industry, and how brands and retailers can best capitalize on pet owners' dedication to their companions.



Dave Wendland, VP Strategic Relations and Corey Paske, Business Development Manager
Hamacher Resource Group